



Rockwell Collins

Engineering Experiences K-12 Business Education Partnership Student Programs

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***Rockwell
Collins***

History & Goals

- Established in 1990 in Cedar Rapids, Iowa
 - Piloted with three area schools
 - Expanded to four additional schools in 1993, now includes more than 70 area K-12 schools
- Initial goals, to enhance education by:
 - Supporting the effective teaching of curricula
 - Increasing parental support for the education process
 - Promoting greater awareness of real world career options
- Focus
 - The program provides a wide variety of activities designed to meet the needs of our diverse workforce and area schools. The cornerstone of this program focuses on promoting math, science and engineering in ways that are fun and challenging with engaging, hands-on activities.

Involvement and Participation

- 23,000 students participate each year
- More than 300 projects at all K-12 levels
- Involves 700 educators annually
- Recruits more than 1,400 Rockwell Collins volunteers, nearly 20% of our Iowa workforce
- 16,000 volunteer hours are contributed each year

Types of Projects

- **Math & Science**
 - FIRST LEGO League, Tech Challenge and Robotics
 - Future City
 - Engineers Week Outreach Activities
 - Project Lead the Way
 - Rockwell Collins Roadshow
 - MATHCOUNTS, Math Olympiad, Tutoring
- **Reading, Writing, Mentoring & Communication Skills**
 - I-JAG
 - Resume Writing
 - Pen Pal Programs
 - Mock Interviews
- **Real World Applications**
 - Job Shadowing
 - High School Internships
 - Tours, Career Fairs and Career Speakers

Engineering Experiences

- Created a Signature Program by Partnering with FIRST, a National Organization that offers Recognized, Relevant Hands-on Activities for K-12 students
 - Launched in August of 2007 to align more closely with key components of math and science
 - Enhances and bring STEM (Science, Technology, Engineering and Math) focus to K-12 program
- Define Measurable Outcomes
 - Positively impacts students' decisions to consider STEM careers
- Involves Employees and Retirees
 - Engages passion for engineering and inspiring kids
 - Available to employees at all locations
- Increases Rockwell Collins' visibility as a leader in supporting STEM Education

Engineering Experiences US FIRST Program Components

Program Goals over the next three years:

- Grow number of Iowa schools participating in LEGO League
 - Initial phase, support 100 additional LEGO teams (1,000 students)
- Introduce FIRST Tech Challenge in Iowa High Schools
 - 100 teams (500 – 1,000 students) year one
 - 358 schools (1,790 – 3,500 students) by year three
 - Serve in Leadership Roles on State/Regional FIRST Advisory Boards
 - Implement Evaluation Tool to Measure Impact
 - Create/Sponsor Tech Challenge Tournament

“No other corporation has a program as comprehensive across the country in FIRST LEGO League.”

US FIRST VP of Development, Julia Howell

Student Program Overview

- **University Relations Model**
 - Focus on High Volume, Diversity and Critical Discipline
 - Specific Strategy for the schools and organizations from which we recruit
- **Recruiting**
 - Get to the students early
 - Provide valuable educational opportunities to students while utilizing the benefits they can provide to the company
 - Provide tools the students will need to make a decision to join Rockwell Collins after graduation
- **Student Program Opportunities**
 - Internship
 - Co-op
 - SEPP (Summer Engineering Project Program)

University Relations Model

| <p>Trusted Partnership 7 Schools</p> | <p>Growth Relationship 15 Schools</p> | <p>Off-Campus/Diversity Sourcing Organization, University and Web-Based Sourcing</p> |
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| <ul style="list-style-type: none"> • Key universities where Rockwell Collins focuses on enhancing long-term, deep relationships through executive sponsorship, university investment and recruiting initiatives • Includes both the University of Iowa and Iowa State University | <ul style="list-style-type: none"> • Select universities where Rockwell Collins will develop a relationship to source diverse and critical discipline talent through recruiting initiatives and limited university investment • Includes the University of Northern Iowa | <ul style="list-style-type: none"> • Choice universities, national diversity and professional organizations and Web-based sourcing where Rockwell Collins will facilitate an outreach relationship through events, Web-based hiring and various advertising media |

Student Programs

- **Co-op** employees are enrolled in a full-time technical degree program and work an approved work/study schedule. This is a full-time alternating schedule whereby students alternate between full-time work assignments/projects and full-time college in their academic program. Students are to complete three work sessions, which typically total 12 months of work experience. At least one work session should be completed during the fall or spring academic semesters. Students must be enrolled in a full-time degree programs to be eligible for the co-op program.
 - Engineering or another technical degree program (included but not limited to: Aerospace, Computer, Mechanical, Electrical, Industrial, Materials, Computer Science)
- **Intern** employees typically fall in one or both of the following categories:
 - 1) students who work full-time (40 hours/week), 10 - 13 weeks during the summer and/or
 - 2) a full-time student who works part-time through the school year. Students must be enrolled in a full-time degree program to be eligible for the intern program.
 - All degree programs (included but not limited to: Engineering, Computer Science, Accounting, Finance, Marketing, Human Resources, Engineering, Law)

Student Programs-continued

- **Summer Engineering Project Program- (SEPP)**
 - Joint program ownership between Engineering & Technology and University Relations Team
 - 2008 - Program in its 13th year
 - Structured 13-week summer internship program with a scoped project, milestones and deliverables
 - 2008 - 19 Project Teams (total of 39 positions)
 - Mentors assigned to each student team
 - Target specific schools and disciplines when recruiting
 - Kick-off and Wrap-up Events
 - End of session banquet where students present projects to senior leaders and university administrators
 - Student participation requirements
 - Junior/Senior status
 - 3.0 Major GPA

- **All students receive...**

- **Housing**

- Fully furnished
- Students are only responsible for the taxes

- **Benefits**

- They receive the same medical benefits as full-time employees

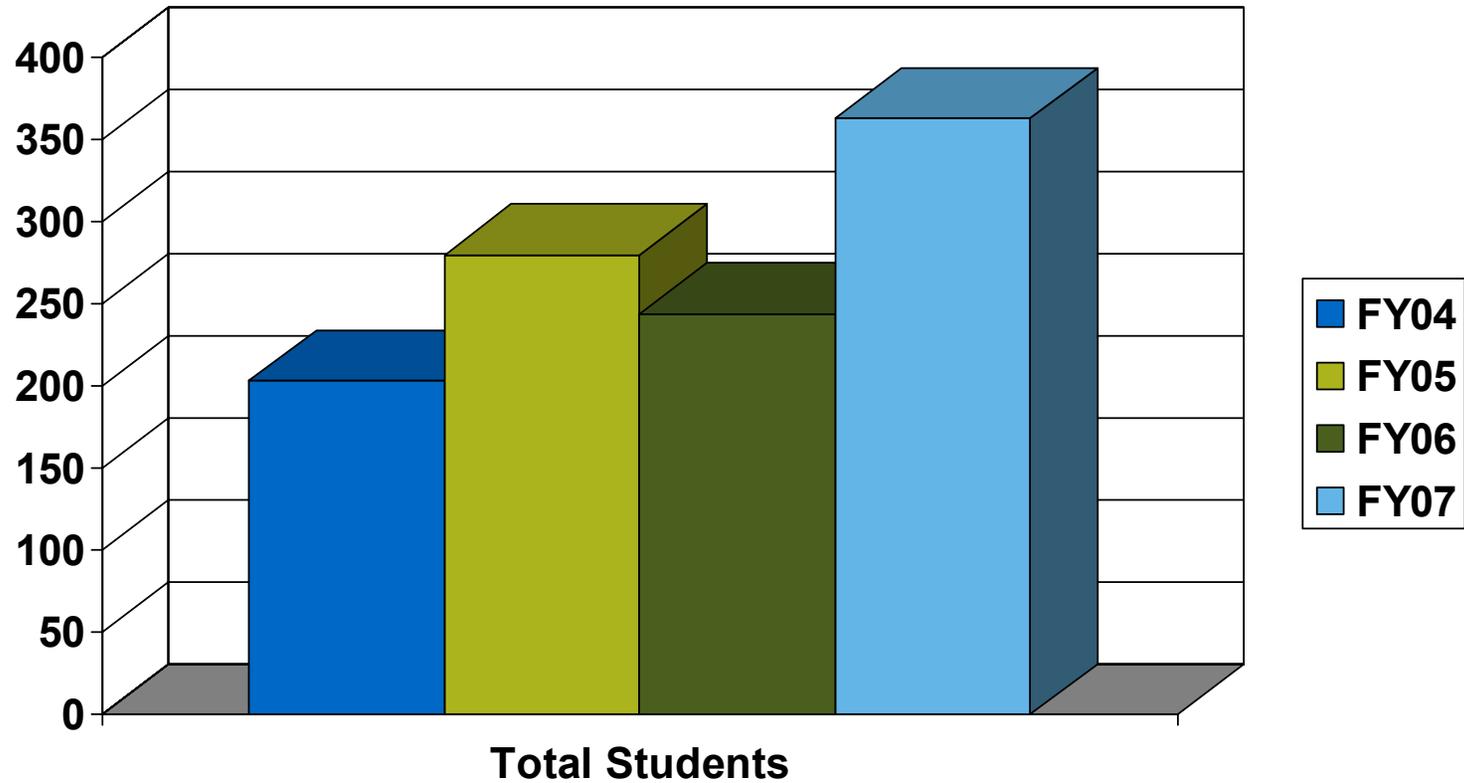
- **Inclusion into the Rockwell Collins culture**

- They are invited to join any of the Rockwell Collins Networks
 - New Hire, African American, Women's, etc.
- Participation in Student Program Activities
 - Company-sponsored sporting events (C.R. Kernels, etc.)
 - Group volunteer opportunities
 - Activity planning committee
 - Taken on recruiting visits as advocates for the program
 - Weekend trips to Chicago, Kansas City, St. Louis, etc., to see first hand the benefits to living in the Midwest

- **Invitation to Round Robin Interviewing Events at Rockwell Collins**

- Premier opportunity to network and interview with managers

Total Number of students involved in Rockwell Collins Student Programs



Conversion from student programs to full-time hire is approximately 75-80%